

Last Received: 08/14/2012 11:14 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
 Advertiser () AM.FOR PROSPERITY
 Product AMER. FOR PROSPERITY
 Estimate# 304
 Buyer STEPHANIE KOHLBAUER
 Phone#
 Fax#

Agency () MENTZER MEDIA
 600 FAIRMONT AVE, S#306
 TOWSON, MD 21286
 Agency C/P1/P2/E //304
 Flight Dates 08/22/2012 - 08/27/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () ANJIE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
 CONTRACT TOTAL IS \$26,000
 PLS CONFIRM ASAP
 THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	7A-9A		:30	\$1,800.00	08/22-08/24	3	1	3	\$5,400.00	
				Buyline Comment: TODAY SHOW								
	2	W-F	11A-12P		:30	\$150.00	08/22-08/24	3	1	3	\$450.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	W-F	12P-1P		:30	\$250.00	08/22-08/24	3	1	3	\$750.00	
				Buyline Comment: NOON NEWS								
	4	W-F	6P-630P		:30	\$1,800.00	08/22-08/24	2	1	2	\$3,600.00	
				Buyline Comment: 6PM NEWS								
	5	W-F	11P-1135P		:30	\$1,800.00	08/22-08/24	2	1	2	\$3,600.00	
				Buyline Comment: LATE NEWS								
	6	W-F	1135P-1235A		:30	\$400.00	08/22-08/24	3	1	3	\$1,200.00	
				Buyline Comment: TONIGHT SHOW								
	7	SA	7A-8A		:30	\$800.00	08/25-08/25	1	1	1	\$800.00	
				Buyline Comment: SATURDAY AM NEWS								

EC'd Yes Last Received: 08/14/2012 11:14 AM

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---REPORT TOTALS---

Report Totals: 29 / \$26,000.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$19,800.00 Sep 12: 6 / \$6,200.00

Sales Totals: 29 / \$26,000.00

Station Totals: 29 / \$26,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,286	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE